

Message

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Subject: Workgroup Co-Chairs Meeting, Friday September 21
Attachments: Handout # 2_PADEP-Readability-Targets-08062018.pdf; Handout#1_Media Relations Process Multipartner Projects - 2018.docx; Handout#3_Phase 3WIP TIMELINE.PPTX; Handout#4_Strategic Direction_October2018throughApril2019.docx; September 21 2018 Agenda.docx

Hello Everyone,

Please find attached the agenda and materials for Friday's meeting. We will be meeting again at **SRBC, 4423 North Front Street**, starting at 9:00 am. I will resend the meeting notice shortly with the revised location. Don't be surprised if you get a cancellation notice first. It seems to work better if I cancel the meeting first, then reschedule it.

On Friday, we have another very busy schedule.

First, following our very successful presentation of outreach materials to the Steering Committee we all hope you will use these materials to help us get the message out about the Phase 3 WIP work you are all involved in helping us complete. Marcus is working closely with Water Words That Works to make the revisions that were requested. These documents will be finalized shortly. In anticipation of your use of these materials, we realized there is the potential for all of you to get requests for various media responses and interviews. As a result, Deb Klenotic from our Communications Office has developed a basic framework she would like to present for your use as a way of responding to those media requests.

Second, based on where we are with the four pilot counties and the sector recommendations we have revised the timeline and approach somewhat. We have also projected what needs to be done into next year in order to have a draft plan to EPA by April and a final plan done by August. I'd like to get a good understanding on where everyone is with their templates and recommendations and hear from you what you think of this timeline and direction. We have also tried to factor in more advance review time and necessary briefings that need to start now that we are getting closer to a final product.

Next, I wanted to follow up with you on our Readability conversation from our webinar last month. Attached is a matrix prepared by Water Words That Works that takes the feedback we heard and divides the sections of the WIP and provides a recommended readability index to that element of the WIP. I'd like to spend a little time on this matrix and see what you think, recognizing we are going to need a wide combination of fact sheets, briefing materials, the plan

itself etc. developed depending on the intended audience. The idea would be to get agreement on these components and then assign development of templates for some of these elements to the Communications and Engagement Workgroup in concert with Water Words That Works. For your reference, I have included the link to the recording and the slides from our webinar last month. Please let me know if you have any trouble downloading either file and I will work with Water Words That Works to get this information to you in another format.

Slides: **Ex. 6 Personal Privacy (PP)**
Audio:

Finally, I want to brainstorm with you a little bit where we want to take the Steering Committee discussion on the Conservation Scenarios presented by Matt Johnston and Matt Keefer.

See you all on Friday. As always, any questions or concerns, please do not hesitate to contact me.

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